

Advertising Operations - Summary & Overview

October 2006

Ad Operations – Who we are

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Need something? Pick up the phone

Audience

October 2006

Users By The Numbers

Unique Users

- Captured 30 million USA unique users
- Ranked 14th among web destinations
- Reached 19% of USA internet users

Registered Users

- 200,000 new registered users per day
- 19 million registered users to date

Video Uploads

- 70,000 videos uploaded per day
- ~6 million videos uploaded to date

Community Dynamics

- 50,000 subscriptions per day
- 80,000 friends added per day
- 800,000 videos “favorite” per day

Nielsen: September 2006

October 2006

Metrics

Unique Visitors (mo)	30 Million (Avg) US only
Active Reach	19.2%
Web Destination Rank	14th

Source: HBX October 2006, Nielsen 2006

Gender	Audience Composition
Male	56%
Female	44%

Source: Nielsen 2006

Age	
2 - 11	2%
12 - 17	14%
18 - 24	7%
25 - 34	16%
35 - 49	36%
50 - 54	9%
55 - 64	10%

Source: Nielsen 2006

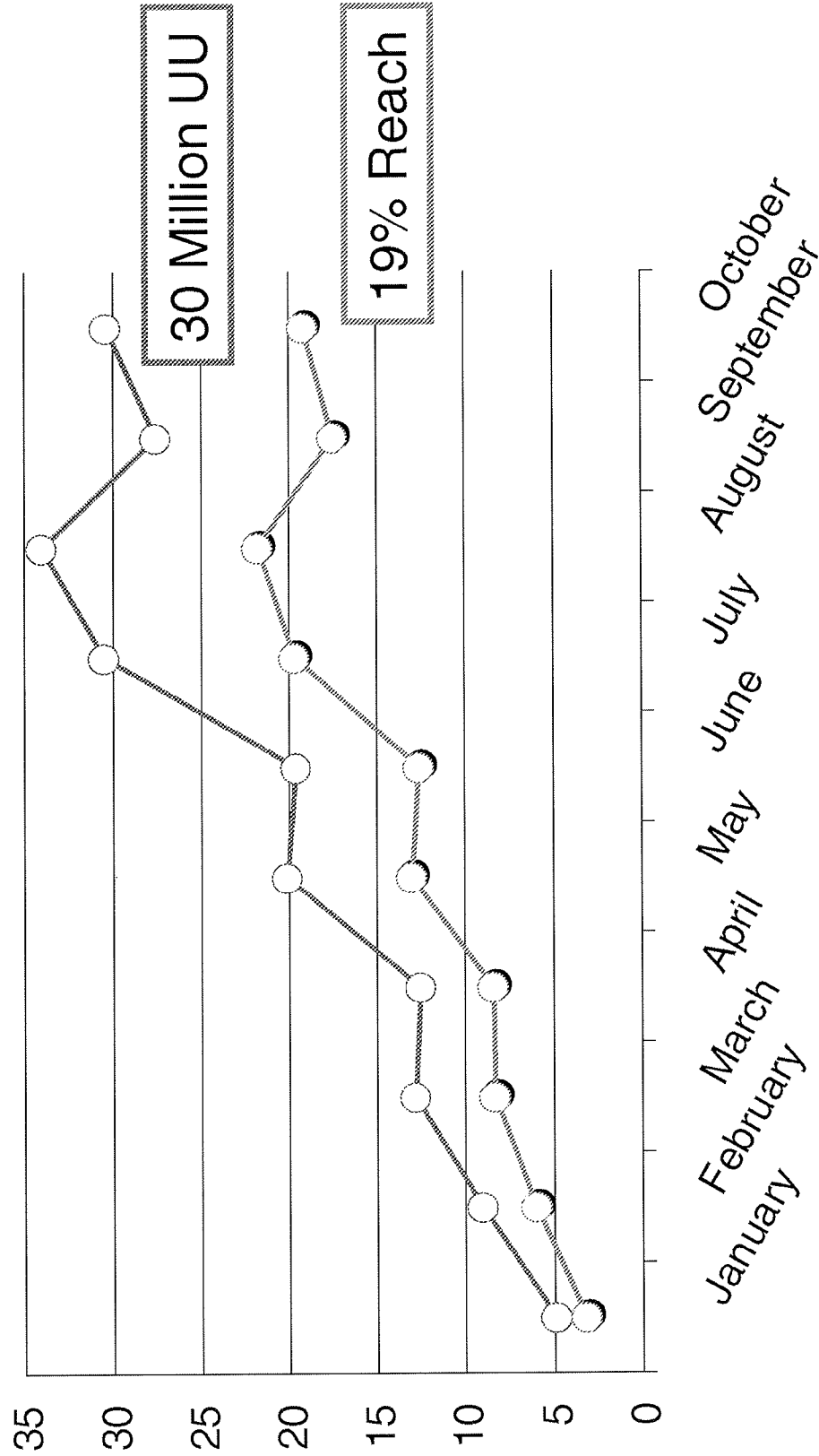
Metrics cont.

Household Income	
\$0 - 24999	6%
\$25000 – 49999	20%
\$50000 – 74999	26%
\$75000 - 99999	21%
\$100000 - 149999	16%
\$150000+	10%

Source: Nielsen 2006

Unique Users & Reach Growth

October 2006



Source: Nielsen 2006

October 2006

Source: Neilsen 2006

User Demographics (USA only)

September 2006

	UU (millions)	% UU	% Page Views	Reach %
Age	All	27.7	-	18%
	<18	4.5	16%	24%
	18 - 34	6.3	23%	31%
	35 - 49	9.9	36%	34%
	45 +	9.8	36%	27%
Gender	Male	15.5	56%	66%
	Female	12	44%	34%
Stickiness				
Time/UU = 33 min ; Sessions per month = 3.13 Pages per Person: 46*				

* Contrast to Myspace: 550 Pages/Person

Source: Nielsen 2006

Comparative Reach Vs. Cable TV

Average Daily Visitors to YouTube August 2006: 6,745,962

Top 20 Cable Networks By Average Daily Primetime Reach

	Network	(000)		Network	(000)
1	USA	2,583	11	SPIKE	1,234
2	NICK	2,514	12	FX	1,237
3	DISNEY	2,372	13	FAMILY	1,149
4	TNT	2,259	14	HISTORY	1,086
5	ESPN	2,107	15	SCI-FI	1,071
6	TBS	1,723	16	HALLMARK	1,052
7	NICK/NITE	1,627	17	TV LAND	1,051
8	LIFETIME	1,596	18	DISC	1,029
9	TOON	1,556	19	COMEDY	1,004
10	FOXNC	1,548	20	MTV	966

Source: Nielsen, May 2006
Source: DART, August 2006

Audience – YouTube vs. The Competition

Site	Level	Unique		Active		Web		Sessions		Web		Time	
		Audience		Reach		Page Views		Per		Pages		Per Person	
		[000]		[%]		[000]		Person		Per		(hh:mm:ss)	
										Person			
YouTube	Parent	27,627		17.58		1,269,813		3.13		46		0:33:45	
Google Video	Channel	16,676		10.61		241,630		1.96		15		0:07:16	
MSN Video	Channel	12,607		8.02		52,521		2.37		4		0:08:05	
Yahoo! Video	Channel	5,699		3.63		124,538		1.96		22		0:06:11	
Metacafe	Parent	3,066		1.95		101,433		2.36		33		0:25:58	
Heavy.com	Parent	2,706		1.72		6,643		1.44		2		0:01:05	
iFILM	Brand	2,138		1.36		12,990		1.83		6		0:02:01	
Atom Films	Brand	1,247		0.79		4,775		1.25		4		0:02:43	
Grouper^	Parent	870		0.55		5,299		1.05		6		0:01:54	
GUBA	Parent	713		0.45		27,267		2.22		38		0:17:39	
Veoh*	Brand	706		0.45		2,045		1.47		3		0:02:53	
Revver*	Parent	448		0.29		1,793		1.1		4		0:06:51	

Source: Nielsen 2006